Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method of determining a prioritized list of offers for use to contact potential customers, the method comprises:

receiving by a computer expected profits for each offer in a set of offers for each potential customer in a group of potential customers;

generating by ~~a~~ the computer an ordered list of offers, by which to contact a potential customer from the group of potential customers, the offers in the ordered list of offers selected from a the set of offers~~, by which to contact a potential customer from a group of potential customers by considering~~ based on expected, composite profit of combinations of the offers for the potential customer independently from expected, composite profit of combinations of the offers for others of the potential customers in the group of potential customers, ~~during generating of the ordered list of offers for the potential customer, with generating comprising~~:

~~assigning offers by the computer based on individual attributes of the potential customer independently of corresponding attributes of the others of the potential customers in the group;~~

ordering by the computer offers in the list of offers according to the expected profit;

repeating generating by the computer for subsequent others of the potential customers to produce corresponding ordered lists based on expected, composite profit of combinations of the offers for the subsequent potential customers independently from expected, composite profit of combinations of the offers for others of the potential customers in the group of potential customers; and

producing by the computer a second list of offers that is a list provided from the ordered lists of offers from the one and subsequent others of the potential customers, with the second list based upon a budget for contacting the potential customers in the group.

2. (Previously Presented) The method of claim 1 wherein generating further comprises:

eliminating offers that are mutually exclusive from the ordered list of offers.

Claim 3 is canceled.

4. (Previously Presented) The method of claim 1 wherein generating further comprises:

filtering out illegal offers from the set of offers for a member of the group of potential customers.

5. (Previously Presented) The method of claim 1 wherein, the method further comprises:

producing an alternative ordered list of offers having N offers if a number of offers exceeds a number N of offers allocated for a potential customer.

6. (Currently Amended) The method of claim 1 further comprising:

eliminating any offers that are not applicable to each customer based on eligibility rules for the offer or offers for which an expected profit for the potential customer is below a threshold amount; and when a rule is violated

generating by the computer one or more alternative ordered lists of offers ~~in order of profitability~~, and

performing an ordered merge of the one or more alternative ordered lists of offers ~~according to profitability~~ with the previously, generated ordered ~~original~~ lists of offers to produce the ordered list to contact the potential customer.

7. (Currently Amended) A computer-implemented method of determining a prioritized number of offers to contact customers from a group of potential customers, the method comprising:

~~determining~~ generating by a computer an ordered list of offers to be sent to a potential customer in the group of potential customers, with offers selected from a set of offers and ordering being based on expect composite profit of combinations of offers;

~~repeating determining~~ generating by the computer ~~of~~ ordered lists for subsequent others of the potential customers, with offers selected from a set of offers and ordering being based on expect composite profit of combinations of offers for others of the potential customers;

producing a second list of offers from the ordered lists of offers from the one and subsequent others of the potential customers, with the second list being further based upon a budget for contacting the potential customers in the group; ~~and for a potential customer:~~

~~eliminating any offers that are not applicable to the potential customer based on eligibility rules for the offer or offers for which an expected profit for the potential customer is below a threshold amount; and~~

ordering ~~remaining~~ offers in the second list by expected profit.

8. (Currently Amended) The method of claim 7 further comprising for a potential customer:

eliminating any offers that are not applicable to the potential customer based on eligibility rules for the offer or offers for which an expected profit for the potential customer is below a threshold amount; and

producing a proposed solution having an ordered list of N offers where N is the lesser of the total remaining offers and the maximum number of offers allowed for the potential customer.

9. (Previously Presented) The method of claim 8 wherein the proposed solution is represented as a bit string of a length that is equal to the total of the remaining offers.

10. (Previously Presented) The method of claim 9 wherein the proposed solution is checked against rules of the form (M,S), meaning at most M offers from set S can be sent to a potential customer.

11. (Previously Presented) The method of claim 10 wherein if an (M,S) rule is violated, a list of new alternative proposed solutions is generated by:

determining a number of bits T > M from the set S that indicate offers should be sent in the proposed solution;

generating new alternative proposed solutions, each proposed solution containing new alternative offers, wherein a new alternative offer is represented in a bit string by setting T-M number of bits that are not a part of the set S, and which immediately follow a rightmost one bit R1 in the proposed solution.

12. (Previously Presented) The method of claim 11 further comprising:

generating alternative proposed solutions based on all combinations of the T one bits up to R1 and any zero bits in set S between R1 and R2 containing M one bits.

13. (Previously Presented) The method of claim 12 wherein a new alternative proposed solution is merged with any preceding list of proposed solutions.

14. (Original) The method of claim 13 wherein the list of proposed solutions is checked in decreasing order of profitability.

15. (Previously Presented) The method of claim 7 wherein the second list of offers further comprises:

sorting the second list of offers by return on investment; and

truncating offers at the bottom of the second list of offers.

16. (Previously Presented) The method of claim 13 further comprising:

flagging potential customers who are truncated for an offer; and

rerunning flagged customers after removing exhausted offers and offers that the flagged potential customers were already approved for, while lowering a maximum number of allowed offers for the flagged potential customers.

17. (Original) The method of claim 13 wherein truncating occurs at a boundary defined by a constraint on the method.

18. (Previously Presented) The method of claim 13 wherein truncating is selectable by a user.

19. (Previously Presented) The method of claim 18 wherein truncating occurs based on individual variance of profit from a potential customer with potential customers having low variance being truncated for certain offers before potential customers having high variance.

20. (Currently Amended) A computer program product residing on a computer readable medium for determining a prioritized number of offers to contact potential customers from a group of potential customers, comprises instructions to cause a computer to:

generate by ~~determine in~~ a computer an ordered list of offers to be sent to a potential customer in the group of potential customers, with offers selected from a set of offers and ordering being based on expect composite profit of combinations of offers;

~~repeat~~ generate ~~determining~~ by the computer ~~of~~ ordered lists for subsequent others of the potential customers, with offers selected from a set of offers and ordering being based on expect composite profit of combinations of offers;

produce a second list of offers from the ordered lists of offers from the one and subsequent others of the potential customers, with the second list of offers based upon a budget for contacting the potential customers in the group; and ~~for a potential customer:~~

~~eliminate any offers that are not applicable to the potential customer based on eligibility rules for the offer or offers for which an expected profit for the potential customer is below a threshold amount; and~~

order ~~remaining~~ offers in the second list by expected profit.

21. (Currently Amended) The computer program product of claim 20 further comprising for a potential customer instructions to:

eliminate any offers that are not applicable to the potential customer based on eligibility rules for the offer or offers for which an expected profit for the potential customer is below a threshold amount; and

produce a proposed solution having an ordered list of N offers where N is the lesser of the total remaining offers and the maximum number of offers allowed for the potential customer.

22. (Previously Presented) The computer program product of claim 20 wherein the proposed solution is represented as a bit string of a length that is equal to the total number of the remaining offers.

23. (Previously Presented) The computer program product of claim 20 further comprising instructions to:

check a proposed solution against rules of the form (M,S) meaning at most M offers from set S can be sent to a potential customer.

24. (Previously Presented) The computer program product claim 23 wherein if an (M,S) rule is violated, the computer program product further comprises instructions to:

generate a list of new alternative proposed solutions by instructions that:

determine a number of bits T > M from a set S that indicate offers should be sent in the proposed solution;

generate new alternative proposed solutions, the proposed solutions containing new alternative offers, with the new alternative offers represented in a bit string by setting T-M number of bits that are not a part of the set S, and which immediately follow a rightmost one bit R1 in the proposed solution.

25. (Previously Presented) The computer program product of claim 24 further comprising instructions to:

generate alternative proposed solutions based on all combinations of the T one bits up to R1 and any zero bits in set S between R1 and R2 containing M one bits.

26. (Original) The computer program product of claim 25 wherein the new alternative proposed solutions are merged with any preceding list of proposed solutions.

27. (Currently Amended) The computer program product of claim 20 wherein the second list of offers further comprises:

~~sorting the second list of offers by return on investment; and~~

truncating offers at the bottom of the second list of offers.

28. (Currently Amended) A system for determining a prioritized number of offers to send to potential customers from a group of potential customers, the system comprises:

a computer; and

a computer readable medium storing a computer program product for determining the prioritized number of offers, comprises instructions to cause the computer to:

~~determine in a computer~~ generate an ordered list of offers to be sent to a potential customer in a group of potential customers, with offers selected from a set of offers and ordering being based on expect composite profit of combinations of offers;

~~repeat determining by the computer~~ generate ~~of~~ ordered lists for subsequent others of the potential customers, with offers selected from a set of offers and ordering being based on expect composite profit of combinations of offers;

produce a second list of offers from the ordered lists of offers from the one and subsequent others of the potential customers, with the second list of offers being further based upon a budget for contacting the potential customers in the group~~; and for a potential customer:~~

~~eliminate any offers that are not applicable to the potential customer based on eligibility rules for the offer or offers for which an expected profit for the potential customer is below a threshold amount~~; and

order ~~remaining~~ offers in the second list by expected profit.

29. (Currently Amended) The system of claim 28 wherein the offers are ~~proposed solution is~~ represented as a bit string of a length that is equal to the total number of the remaining offers.

30. (Currently Amended) The system of claim 28 wherein the offers are ~~proposed solution is~~ checked against rules of the form (M,S) meaning at most M offers from set S can be sent to a potential customer.

31. (Currently Amended) The system of claim 28 wherein the instructions to produce the second list of offers further comprises instructions to:

~~sort the second list of offers by return on investment; and~~

truncate offers at the bottom of the second list of offers.